

《梅迪奇效应 MEDICI EFFECT, SC》

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内容简介

Johansson, founder and former CEO of an enterprise software company, argues that innovations occur when people see beyond their expertise and approach situations actively, with an eye toward putting available materials together in new combinations. Because of this, "the movement of people, the convergence of science, and the leap of computation," a wide range of materials available for new, recontextualized uses is becoming a norm rather than an exception, much as the Medici family of Renaissance Italy's patronage helped develop European arts and culture. For cases in point, Johansson profiles, among others, Marcus Samuelsson, the acclaimed chef at New York's Aquavit. An Ethiopian orphan, Samuelsson was adopted by a Swedish family, with whom he traveled widely, enabling him to develop the restaurant's unique and innovative menu. (Less familiar innovators include a medical resident who, nearly assaulted by an emergency room patient she was treating, developed outreach programs designed to prevent teen violence.) Chapters admonish readers to "Randomly Combine Concepts" and "Ignite an Explosion of Ideas." Less focused on innovations within a corporate setting than on individual achievements, and more concerned with self-starting and goal-setting than teamwork, Johansson's book offers a clear enough set of concepts for plugging in the specifics of one's own setting and expertise. But don't expect the book to tell you where to get the money for prototypes or production.

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